

Communication and Public Relations

1st YEAR

No.	Subject	No. hours		Evaluation Form	No. of ECTS credits	Sem.
		C	S, L			
1.	Introduction to Communication Sciences	2	1	E	4	I
2.	Writing Techniques	1	2	E	4	I
3.	Writing Techniques	-	2	E	2	II
4.	Introduction to the Mass Media System	2	1	E	2	II
5.	Introduction to Social Sciences	2	1	E	3	I
6.	Communication Law	2	1	E	4	I
7.	Introduction to Public Relations	2	1	E	3	II
8.	Research Techniques and Methods in Communication Sciences	1	1	E	3	II
9.	Computer Editing - Specialized Languages	-	1	C	3	I
10.	Computer Editing - Specialized Languages	-	1	C	2	II
11.	Diction	-	2	C	3	I
12.	Diction	-	1	C	2	II
13.	Internship	-	112 h	C	3	II
14.	Introduction to Romanian Culture	2	1	E	3	II
15.	Communication and the Contemporary Religious Phenomenon	2	1	E	3	I
16.	Arts and Civilisations	2	1	E	3	II
17.	English for Communication Sciences (optional)	-	2	C	3	I
18.	English for Communication Sciences (optional)	1	2	C	3	II
19.	French/German for Communication Sciences (optional)	-	2	C	3	I
20.	French/German for Communication Sciences (optional)	-	2	C	3	II
21.	Physical Education	-	2	C	-	I
22.	Physical Education	-	2	C	-	II

2nd YEAR

No.	Subject	No. hours		Evaluation Form	No. of ECTS credits	Sem.
		C	S, L			
1.	Professional Ethics and Deontology	2	1	E	4	I
2.	Antropology of Communication	2	1	E	4	I
3.	Notions of Advertising	2	1	E	4	I
4.	PR Reasearch and Evaluation Methods and Techniques	1	1	E	4	I
5.	PR Reasearch and Evaluation Methods and Techniques	1	1	C	3	II
6.	Argumentation and Presentation Techniques	2	1	E	3	II

**ULBS**

Universitatea "Lucian Blaga" din Sibiu

Ministerul Educației și Cercetării Științifice

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Facultatea de Științe Socio-Umane

7.	Organizational Communication	2	1	E	3	II
8.	Writing PR Documents	2	2	E	3	II
9.	Elaboration of PR Products with Photo Techniques	-	2	C	3	I
10.	Elaboration of PR Products with Photo Techniques	-	2	E	3	II
11.	Elaboration of PR Products with the Computer	-	2	E	3	II
12.	Elaboration of PR Products with Video Techniques	-	2	C	3	I
13.	Elaboration of PR Products with Video Techniques	-	2	C	3	II
14.	Elaboration of PR Products with Audio Techniques	-	2	C	3	I
15.	Elaboration of PR Products with Audio Techniques	-	2	C	3	II
16.	Internship	-	112h	C	3	II
17.	Writing Techniques in English / French/ German (optional)	-	2	C	3	I
18.	Writing Techniques in English / French/ German (optional)	-	2	C	3	II
19.	Current Trends in/and Mentalities	2	1	E	2	I
20.	Physical Education	-	2	C	-	I

3rd YEAR

No.	Subject	No. hours		Evaluation Form	No. of ECTS credits	Sem.
		C	S, L			
1.	Media Communication. The Institution of Spokesperson	2	2	E	4	I
2.	PR Campaigns	2	1	E	4	II
3.	Public Relations for Political Organizations	2	1	E	4	I
4.	Public Relations for Cultural Organizations	2	1	E	4	I
5.	Corporatist Branding	1	1	E	4	II
6.	Creating and Using Data Bases	1	2	E	4	II
7.	Events Organisation	1	1	E	3	II
8.	Crisis Management	2	1	E	3	II
9.	PR On-Line	-	2	C	3	I
10.	Public Relations Management	2	1	E	3	II
11.	Projects Management	2	1	E	3	I
12.	Intercultural Communication	2	1	E	3	I
13.	Writing the Thesis. Methodology	-	1	C	3	I
14.	Writing the Thesis. Methodology	-	1	C	3	II
15.	Planning Radio Promotion Campaigns (optional)	-	2	C	3	I
16.	Planning Radio Promotion Campaigns (optional)	-	2	C	3	II
17.	Photo Software for Public Relations (optional)	-	2	C	3	I
18.	Photo Software for Public Relations (optional)	-	2	C	3	II



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